



The importance of getting  
residents online in rural  
communities

# Why is it important?

- To be inclusive
- To give equal access
- In line with good practice
- Reduce loneliness/ alleviate isolation
- To build skills/employability
- To save money (i.e. shopping on line)
- To claim benefits online
- To bring efficiency savings for the organisation



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# Digital Inclusion

# What have we been doing to promote Digital Inclusion?

- Digital Inclusion Strategy & Action Plan
- Working with Communities 2.0
- Providing prizes (i.e. Hudl and mini ipads)
- Tenant portal
- Organising events to promote the use of tablets and computers
- Intergenerational work
- Resident profiling
- Working with local businesses to provide hardware
- Providing training (i.e. Turn2us website)



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## Digital Inclusion



Working with private sector: to provide internet access





Working with private sector: to supply much needed resources



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# Digital Inclusion



Providing incentives: using technology in prize draws (to thank residents for sharing their views)



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# Digital Inclusion



Helping Residents Associations Secure Grants to purchase resources



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# Digital Inclusion





Addressing fear through relevance and fun! For example showcasing audio-visuals in our Extra Care schemes



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# Digital Inclusion





Addressing fear through relevance and fun: organising Silent Cinema events for elderly residents



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# Digital Inclusion



Working with Communities 2.0: Organising ICT courses to develop resident skills across a wide range of schemes



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Keeping sessions simple and jargon free!



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# Digital Inclusion





Making it relevant! Tailoring initiatives to residents' specific needs



Mutually Beneficial Intergenerational projects: for example, Paired Reading Project, Abergele



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# Digital Inclusion



Mutually Beneficial Intergenerational projects: for example, Speed Awareness DVD in Ruthin



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# Digital Inclusion



# Barriers to success

- Terminology
- Local Authorities are delivering the channel shift but no movement to providing free broadband in public places
- Our own IS department expecting us to take the lead and suggest what we want to happen
- Lack of resources to provide hubs, free wi fi
- Cost! And reduced resources/funding (i.e. Communities 2.0 project may be stopping)
- Fear!



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# Digital Inclusion

# Janet Finch-Saunders AM/AC

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26/02/15



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Dear Louise,

I am writing to send my congratulations on the recent joint venture with Conwy Voluntary Services Council and Communities 2.0 on providing the "First Click IT" course for residents in Penmaenmawr.

How wonderful that teamwork within Clywd Alyn between Laura Stephens and yourself resulted in residents receiving not only one beginners IT course but a second more advanced 4 week course following, as the first was such a success. It is lovely that the residents have not only embraced the digital age, but had the chance to learn and further their interest. The partnership working between the different organisations is an excellent example of working together to meet peoples needs.

May I take this opportunity to wish all the residents continued enjoyment and success with their new found digital skills.

Yours sincerely,

Janet Finch-Saunders AM/AC

Thank you!

Does anyone have any questions?...



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**Digital Inclusion**